

Message Text

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PAGE 01 STATE 186815
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM/BIC/OIM/JLBLOW/CMM/DFH
APPROVED BY EB/OCA/CM/SPHARRIS
COM/OIM/CGENDREAU
COM/BIC/OIM/EOOLSEN/AD/EM
STATE/ARA/SMYLES
STATE/ARA/DVTREECK

-----043070 090418Z /23

R 090007Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO
AMEMBASSY BUENOS AIRES
AMEMBASSY MONTEVIDEO

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E.O. 11652: N/A

TAGS: BEXP, BR, AR, UR

SUBJECT: FY 1979 PROMOTION EVENT SCHEDULE

REF: SAO PAULO 1299

1. FOLLOWING IS PLANNED FY 1979 COMMERCE PROMOTION EVENT SCHEDULE PROVIDED FOR POSTS REVIEW AND COMMENT. SCHEDULE HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING FACTORS INCLUDING PRIOR POST INPUT AND RECOMMENDATIONS AND ITS CONFLICT FREE, INsofar AS WE ARE AWARE. POSTS REQUEST-ED TO UNDERTAKE REVIEW THIS SCHEDULE AND TO CABLE ITS OBSERVATIONS TO REACH WASHINGTON BY AUGUST 19, 1977.

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A. TRADE CENTER EXHIBITION COMPUTERS AND PERIPHERAL EQUIPMENT, SAO PAULO NOVEMBER 6-10, 1978.

B. TRADE CENTER EXHIBITION, COMMUNICATIONS EQUIPMENT, SAO PAULO, JANUARY 16-20, 1978.

C. TRADE CENTER EXHIBITION, LABORATORY AND SCIENTIFIC

INSTRUMENTS, FEBRUARY 13-17, 1979.

D. TRADE CENTER EXHIBITION, MEASUREMENT FOR METAL WORKING (METROLOGY), MARCH 27-31, 1979.

E. TRADE CENTER EXHIBITION, CHEMICAL/PETROCHEMICAL INDUSTRY EQUIPMENT, MAY 8-12, 1979.

F. TRADE CENTER EXHIBITION, TEXTILE MACHINERY AND EQUIPMENT, JUNE 5-9, 1979.

G. TRADE CENTER EXHIBITION, ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT, SEPTEMBER 18-22, 1979.

H. CATALOG EXHIBITION, FOREST RESOURCES SUPPLY AND EQUIPMENT CHILE/BRAZIL, NOVEMBER 1979.

I. TRADE MISSION, PETROLEUM EXPLORATION AND EXTRACTION EQUIPMENT, ARGENTINA, BRAZIL, URUGUAY, JUNE 1979.

2. USDOC APPRECIATES SAO PAULO'S COMMENTS REGARDING CHRISTMAS HOLIDAYS AND CARNIVAL. DUE TO SCHEDULE CONFLICTS IT IS IMPOSSIBLE TO MOVE EITHER COMMUNICATIONS OR LAB-INSTRUMENTS INTO A FALL MONTH. COMMUNICATIONS SCHEDULE AFTER CHRISTMAS HOLIDAY WITH THREE WEEK GAP BEFORE LAB INSTRUMENTS WHICH ENDS 10 DAYS BEFORE CARNIVAL. WE REAL-
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IZE THIS IS TIGHT BUT IS BEST WE CAN COME UP WITH.

3. SAO PAULO TRADE CENTER SHOULD PLAN TO STAGE MINIMUM OF ONE MULTI FIRM BSP FOR EITHER OCTOBER OR APRIL. SUGGESTED THEME AND DATE SHOULD BE REPORTED TO USDOC FOR SCHEDULE CLEARANCE AS SOON AS POSSIBLE. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Expiration:
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Review Content Flags:
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SAS ID: 1661901
Secure: OPEN
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TAGS: BEXP, BR, AR, UR
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